Chief, Communications – APPLY HERE!
Pay Plan: EX
Grade: 06
Union: Non-Union
Step/Salary: 1-5 / $184,517 - $191,897
Location: Washington, DC

Our public-school students need your expertise, passion and leadership.
We are looking for highly motivated and skilled talent to join our team at District of Columbia Public Schools (DCPS). We seek individuals who are passionate about transforming the DC school system and making a significant difference in the lives of public-school students, parents, principals, teachers, and central office employees.

DCPS serves 50,000 students in the nation’s capital through the efforts of approximately 4,000 educators in 117 schools. As part of a comprehensive reform effort to become the preeminent urban school system in America, DCPS intends to have the highest-performing, best paid, most satisfied, and most honored educator force in the nation and a distinctive central office staff whose work supports and drives instructional excellence and significant achievement gains for DCPS students.

Position Overview
The mission of the Office of Communications is to improve outcomes for every student in DC Public Schools through strategic communication between and among schools, families, the greater DC community, and other stakeholders. All our work is designed to accelerate student success by:

- Building and sustaining relationships between and among DCPS, families, communities, and partners that increase trust;
- Increasing transparency and access to information, resources, and DCPS leadership and staff;
- Building capacity in schools and Central Office to enhance communication with staff, families and communities to improve student outcomes; and
- Ensure DCPS’s stakeholders are well-informed about our priorities, celebrate our successes, and have context about our challenges.

The Chief will be an innovative and visionary leader who is an effective strategist, executor and an inspiring public face for DCPS. The Chief will lead the Communications team by providing a vision for internal and external communications, ensuring the Office is aligned to the organization, and providing support to its team members. The Chief will be solution-oriented, agile, and able to think creatively about how to move the mission of DCPS forward.

Please note that while all candidate information and materials will remain confidential, external partners may participate in the selection process.

The Chief, Communications will report to the Chancellor.
Essential Duties and Responsibilities

The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties, and/or skills required. Other duties may be assigned.

Communications Strategy, Vision, and Leadership

- Collaborate with colleagues on the Chancellor’s Cabinet to create a vision for DCPS internal and external communications; and develop clear, specific, and ambitious goals to promote the DCPS mission, vision, and priorities while increasing transparency and public trust.
- Develop, implement, and evaluate DCPS communication strategy for its primary stakeholders (the community and its families) along with other internal and external audiences.
- Partner with the DCPS engagement team to disseminate information to external stakeholders and apply learnings to inform communication strategy.
- Integrate a communications strategy seamlessly across cross-functional departments, ensuring colleagues have the information they need to aid implementation.
- Develop strategic relationships and liaise with key media outlets, bloggers and digital influencers to increase share of voice.
- Research industry best practices and establish collegial relationships with local and metropolitan school districts and other key networks to remain abreast of relevant issues, trends and opportunities to position the district favorably in local and national education conversations.
- Develop an Office working environment that fosters and maintains a high degree of employee performance, integrity, and inspiration; and provide overall leadership for key human capital functions and decision-making such as talent development, work assignment, performance evaluation, hiring/promotion and dismissal, etc.
- Responsible for activating and overseeing DCPS crisis communications.
- Responsible for overseeing DCPS brand and reputation management.
- Serve as lead public spokesperson on behalf of the Chancellor and the district and establish a cadre of highly skilled spokespersons.
- Serve as a key member of the Chancellor’s Cabinet and help drive the formulation and implementation of broad, long-term policies and strategies to support DCPS strategic plans and strengthen community impact.
- Serve as DCPS communications point of contact with the Executive Office of the Mayor (EOM).
- Serve as Communications advisor to the Chancellor.

Communications Operations

- Create communications systems and workflows that promote the timely, transparent, and accurate dissemination of district information with internal and external audiences.
- Create compelling campaigns to grow brand awareness, build trust, and help inspire employee pride.
- Establish communications training programs for district (central office and school) leadership including media interviews, social media and website use, effective message cascading, etc.
- Communicate information about DCPS work through scientific, media and other channels.
- Leverage a broad range of media channels, including social media, efficiently and effectively.
- Develop and disseminate print, video and other electronic materials that convey the scope and breadth of DCPS’s work for the community and its impact in terms that are appropriate for a variety of audiences.
- Review and improve DCPS processes for content development, marketing, and sharing lessons learned internally and externally.
- Prepare and present regular updates for senior leadership, summarizing progress and key points of projects and initiatives and distilling key lessons that will accelerate the learning curve of DCPS senior leadership.
• Prepare talking points, speeches, presentations and other material as needed in support of DCPS leadership.

Qualifications
• Bachelor's degree required and ten to fifteen years of related work experience, including minimum ten years’ experience developing and implementing strategic communications programs.
• Master’s degree or higher in communications, or a related field strongly preferred.
• Previous exposure to or experience in the education sector a plus.
• Budget development and resource allocation experience preferred.
• Demonstrated experience managing office staff, evaluating employee performance, coaching toward improved results, and addressing efficacy concerns.
• Demonstrated familiarity with key concepts in Education.
• Proven experience in using social media and Web 2.0 approaches.
• Familiarity with current web-based tools, apps, and IT platforms.
• Excellent analytical and written and oral communication skills.
• Ability to work with and influence senior-level colleagues and proactively build relationships with staff at all organizational levels.
• Must be adept at project management: assigning outputs, establishing performance targets, evaluating metrics, and applying corrective action to strategy to drive successful outcomes.
• Must proactively and consistently maintain a working knowledge of DCPS initiatives and issues; and be prepared to serve as lead public spokesperson on behalf of the Chancellor and the district with the media and at community events, schools, political events, etc.
• Ability to work well in a culturally diverse and team-based environment; motivation to work independently with limited supervision; embraces and promotes DCPS Values.

DCPS Values
• STUDENTS FIRST: We recognize students as whole children and put their needs first in everything we do.
• COURAGE: We have the audacity to learn from our successes and failures, to try new things, and to lead the nation as a proof point of PK-12 success.
• EQUITY: We work proactively to eliminate opportunity gaps by interrupting institutional bias and investing in effective strategies to ensure every student succeeds.
• EXCELLENCE: We work with integrity and hold ourselves accountable for exemplary outcomes, service, and interactions.
• TEAMWORK: We recognize that our greatest asset is our collective vision and ability to work collaboratively and authentically.
• JOY: We enjoy our collective work and will enthusiastically celebrate our success and each other.